

THE BUGLE

SUMMER 2018
VOLUME 25:2

QUARTERLY PUBLICATION OF THE WISCONSIN VETERANS MUSEUM



IN THIS ISSUE



Feature Story

OPENING THE MUSEUM
AT KING



Juanita Goold-Wilke, WVM Mss 716



FROM THE DIRECTOR

The beginning of 2018 started fast and the year hasn't stopped its rapid pace. Our collections team is busy with the monumental task of moving our entire archives and three-dimensional collection to the new State Archives Preservation Facility, located on Madison's near east side. Imagine moving everything from buttons to cannon tubes, as well as manuscript collections and film. Everything that we currently house at 30 West Mifflin, with the exception of a few archival items, will eventually make its way to the new facility between now and the end of 2018. The new \$47 million facility is a testament to the state's commitment to preserving our shared legacies and represents a significant change in collections care, not only for us but for our fellow tenants at the facility—the Wisconsin Historical Society. It's accurate to say that no other state museum in the country enjoys the level of environmental care

now afforded by this remarkable facility.

While our collections team is eye-deep in the move, our education team is dealing with a surge in school visitation. In fact, we are experiencing the highest numbers of school group visitation since those numbers were recorded. The weather, although uncooperative early in the spring, has turned favorable and the schools appear to have taken advantage of the situation. In addition, our education department has done a fantastic job in accommodating as many groups as possible—no small feat in a museum of our size. The education team, our docents, and store staff have done a great job in dealing with the increased visitation, and we look forward to continuing that trend into 2019.

In May, the Wisconsin Veterans Museum had the honor of being part of Bucky on Parade. This public art event brought 85 life-size Bucky Badger statues to the streets of Madison and Dane County, one of which is on display in our museum store through September 2018. The project was made possible by The Madison Area Sports Commission, with support from the Greater Madison Convention & Visitors Bureau and the following partners: the University of Wisconsin-Madison, University of Wisconsin Athletics, and Wisconsin Foundation & Alumni Association. This event supports Garding Against Cancer, Madison Area Sports Commission, and other community charities.

We were pleased to be a host location for one of the statues, and even more proud to be associated with the artists from

the Madison Vet Center/VSA Veterans for designing FULL FATIGUES BUCKY #23, and for TDS Telecommunications LLC for sponsoring a tribute to every branch of service.

As we enter the summer months, we invite our supporters to keep apprised of the many summertime programs that we offer. Simply go to our website for the latest news and information, and if you are not a member, please consider becoming one.

As always, thank you for your continued support of your Wisconsin Veterans Museum.

Michael E. Telzrow
Director



New Museum at the Wisconsin Veterans Home at King.



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United States Marine Corps Women's Reserve, Roberta Wells collection, WVM Mss 1776

WORLD WAR I: 100 YEARS AGO

RUSSELL HORTON
REFERENCE ARCHIVIST



The year 2018 marks the 100th anniversary of the dramatic climax of the Great War. The United States spent 1917 mobilizing for war; it wasn't until 1918 that the majority of American troops began arriving in France, including the Wisconsin National Guard, now part of the 32nd Division. To put these historical events in context throughout 2018, we will highlight some of the events that contributed to, and ultimately culminated in, the armistice that effectively ended the war.

JULY 1918

In the Second Battle of the Marne, the Germans launched their last major offensive of the war near Reims, France and failed to break an Allied line that included the 42nd "Rainbow" Division. The ensuing Allied counterattack was the beginning of the Hundred Days Offensive that ended the war.



AUGUST 1918

The 32nd Division, made up of Wisconsin and Michigan National Guardsmen, earned the *nom de guerre* "Les Terribles" from the French for their efficiency in defeating fortified German forces in the city of Fismes on August 5-6, 1918. The 32nd Division was the only American division to receive an official *nom de guerre* from an Allied nation during World War I.

SEPTEMBER 1918

Over 1 million American soldiers took part in the Meuse-Argonne Offensive, which began on September 26, 1918 and lasted until the end of the war. In addition to being the largest engagement for the American Expeditionary Forces in World War I, it also proved the deadliest with over 26,000 American deaths.



Look for more in the next three issues of The Bugle and be sure to follow us on Facebook as we commemorate and share the stories of the Wisconsin men and women that were witness to these historic events 100 years ago.

REARGUARD AT GETTYSBURG



KEVIN HAMPTON
CURATOR OF HISTORY



On the afternoon of July 1, 1863, the 7th Wisconsin played a pivotal role as the rear guard of the Union Army during the retreat through the town of Gettysburg. Though the regiment held their position as long as possible along a rail fence barricade on the slopes of Seminary Ridge, outflanked and hopelessly outnumbered, they ultimately withdrew into town. As Colonel Robinson, commanding the regiment, reported:

"It was here I met with the heaviest losses from the regiment during the day . . . Sergt. Daniel McDermott, color-bearer, was severely wounded just as we were entering the town by a charge of grape and canister, the same charge shivering the flag-staff into a number of pieces. McDermott was placed upon a caisson that was moving ahead of us, still hanging to the tattered banner, which he waved in defiance at the foe as he rode off."

When the regiment arrived at their new positions south of town, the color guard cut a small limb from an oak tree to replace their shattered flagstaff. Over one hundred years later, when the flag was unrolled to be conserved here at the museum, the flag was still mounted to that very same oak limb.

ELLEN BROOKS

ORAL HISTORIAN



BEAT THE HEAT

"When you step off the plane in Vietnam the heat smacks you, it's just—it's so hot. You just don't understand how hot it is until you get there. And it was humid, so you start sweating immediately and you don't stop sweating until you leave. [Laughs] That's about the way it is."
 - Douglas Morrison (Medevac Helicopter Gunner, Marines) Oral History Interview, 2003



In a swimming hole, Edward J. Beauchamp collection, WVM.1988.1225

Summer has arrived! And after the never-ending winter that was this spring, we can all get excited about the sunny weather. And we can also complain about those hot, sticky days that make us run for the air-conditioning. To keep things in perspective, consider the weather that our armed forces have endured over the years. Imagine summer rolling around and you discover that you don't have access to your summer wardrobe. That's basically what happened to Army nurse Lucy Wallace when her unit arrived in Gatton, Australia in 1942 to help convert an agricultural school into a hospital,

"And, of course, the Army had made a slight error in that they sent us supplied with cold weather gear instead of tropical gear. So, we had very warm clothing."

(Lucy Wallace, Oral History Interview, 2002)

Of course, some weather situations were much more severe than others. There's an important difference between discomfort and danger. In his oral history interview, Gregory Shulz,

Administrator and Medic, Army, discusses the real threats of dehydration and heat stroke while serving in Iraq during 2003-2004.

"I want to say, August 8, 2003, we were in a convoy; it was a 158 degrees outside. . . . I was the only medic in the convoy, and I ran out of IV fluid. People were just dropping left and right, and finally the commander is like, 'We gotta stop at the next base; we can't go on any further.' I remember taking six or seven people to the TMC [Troop Medical Clinic]. And a couple of them were so dehydrated they could not move their fingers; they were so cramped up. And I remember I ended up passing out that night, I was so exhausted from trying to take care of everybody else."

"It wasn't until, I want to say mid-to-late September, that they finally got air conditioners for our little tents. And those were the best things ever."

Thanks, as always, to our Armed Forces and veterans for facing all types of challenging conditions in order to serve our country. Stay hydrated!



Water truck, Jeffery J. Coonjohn collection, WVM.0542.1074

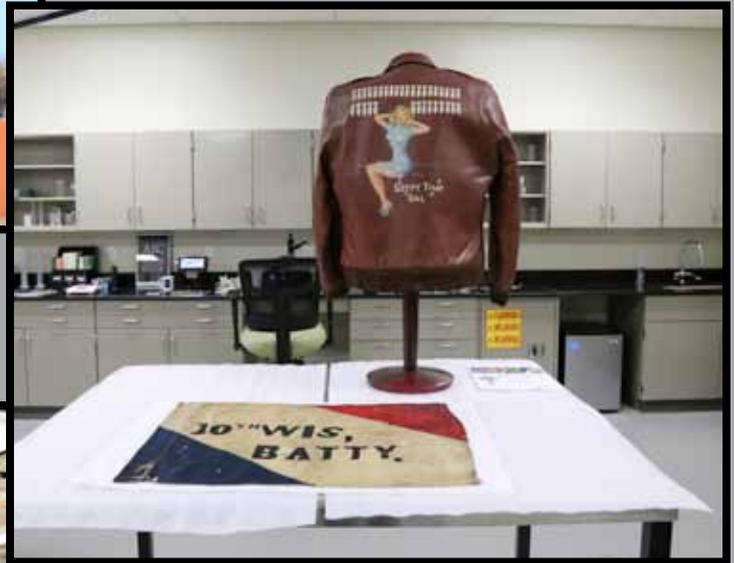
SAPF



ANDREA HOFFMAN
COLLECTIONS MANAGER



STATE ARCHIVES PRESERVATION FACILITY



Top: the new State Archives Preservation Facility (SAPF) front entrance.

Middle: Conservation lab, featuring the 10th Wisconsin Battery flag and A-2 Bomber Jacket worn by Lawrence Roberts.

Bottom: Wisconsin Veterans Museum storage room, featuring brand-new flag drawers and a Civil War battleflag.

On April 16th, the first collections from the Wisconsin Veterans Museum made the two-mile journey from their long-term home at 30 W. Mifflin Street to the recently-completed State Archives Preservation Facility located on Madison's near east side. The SAPF (fittingly referred to as "the safe") is a new 190,000 square foot state-of-the-art facility custom designed to preserve historical and archival collections from both the Wisconsin Veterans Museum and the Wisconsin Historical Society. Eventually, everything not currently on exhibit in our galleries—including just over 24,000 of the museum's nearly 26,000 piece permanent object collection— will make its way to the SAPF, a move that is expected to wrap up this October. The new space will vastly improve storage conditions for both our archival and three-dimensional collections in many ways. Just some of those improvements include a dedicated conservation lab for treating both archival and three-dimensional materials on site as well as greatly-increased storage capacity for safely housing all of the museum's holdings, including our Civil War battleflag collection.

MICHAEL TELZROW

DIRECTOR



KING MUSEUM RE-OPENING

Few people know that in addition to running a museum in Madison, the staff of the Wisconsin Veterans Museum is charged with maintaining a smaller museum at the Wisconsin Veterans Home, in King, Wisconsin. The King Veterans Home enjoys a long history of service to veterans, and included in its amenities is a 2,500 square-foot museum. Its origins may be traced to the post-World War II efforts of former Olympian and King Adjutant, Carleton L. Brosius, who established the museum in 1955. Starting in 2012, the WDVA sought to highlight the historical legacy and nature of the site, a facility that was founded in 1887 as one of the nation's first post-Civil War veterans homes. At the time, the museum's outdated exhibit plan, low light levels, small text panels, and lack of interpretation failed to meet the needs of the Home's members. The staff at WVM envisioned a newer approach that might meet the special needs of Home members, many of whom deal with physical limitations that affect sight, mobility, and hearing.

The exhibit development plan for the new exhibit is based upon sequential phases of the Wisconsin

military experience and the establishment of the King Veterans Home: The Civil War; Establishment of the Home; Spanish-American War; WWI; WWII; Korea; Cold War; Vietnam; Gulf War; Iraq; and Afghanistan. Although chronological in its approach, the plan relies heavily upon the stories and experiences of selected Wisconsin veterans from each period. Augmented by oral history recordings, each section offers a personal way into the various conflicts and ensures that the exhibit is veteran-focused rather than a mere recounting of battles and leaders. For example, in the WWII section, visitors may listen to an oral history excerpt featuring an interview with Juanita Goold, a WWII veteran who served in the intelligence corps in the European theater. Earlier conflicts rely on voice-over readings from letters and diaries to convey important concepts associated with the combat experience. All of this contributes to a more personal approach to the story-telling that undergirds the exhibit concept.

Unlike the previous exhibit, the story of the Veterans Home at King is considered, and familiar King personalities like "Brownie" the dog, and the Home's namesake, Charles King, are given adequate consideration through the use of historical photos and artifacts. Concentrating on the links between the Civil War and the Grand Army of the Republic in establishing the Veterans Home at King helps put into historical context the entire facility and provides the visitors a way to understand the significance of the site.

Finally, the new exhibit gallery was renamed the James G. Megellas Gallery in honor of the 82nd Airborne Division's most decorated officer of World War II. The Ripon, Wisconsin native is featured in the WWII section as a reminder of the highest ideals of service and sacrifice.



Previous Museum at King.



The James G. Megellas Gallery at the Wisconsin Veterans Museum-King is open to the public on weekdays from 9:00 a.m. to 3:30 p.m.


YVETTE PINO

TRAVELING ART EXHIBIT COORDINATOR

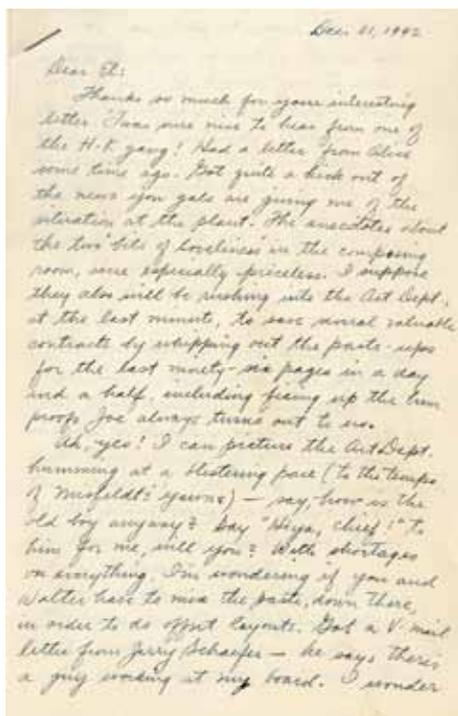


HAROLD SCHMITZ

In June 1942, Milwaukee artist Harold F. Schmitz was drafted into the U.S. Army and served with the 955th Topographic Engineer Company. At the time of his conscription, he was working in the art department of Hammersmith-Kortemeyer (H & K) Publishing. The company, which predominantly published law briefs and school annuals, provided ideal background experience for Schmitz to function as a topographic draftsman. Combined with the skill set he acquired from the Advertising and Design Program at Layton School of Art, he was primed and ready for his new role of making maps in the field.

The inner-workings of a publishing house in the late 30s are well documented in historical narratives from larger firms such as P & H Creative Group in San Francisco. The dynamics at H & K were not much different, and examples are brought to life through anecdotal small-talk that Schmitz exchanges in letters to his future wife, Eleanor, who also worked at H & K. The Harold Schmitz Collection primarily focuses on the artwork he created while serving in the Pacific during World War II. However, it also contains six letters between Harold Schmitz and Eleanor Hammersmith that not only reveal a blossoming relationship but also offer insight to the experiences of war on both the home front and overseas. While Eleanor provided comical threads of H & K nostalgia, Harold responded with workplace banter as if he is simply away on vacation. Like the maps he is creating, Schmitz' attention to detail in his descriptions offer a guide to where he was located, what he was thinking, what he was drawing, and what he was missing from back home.

In March 2019, the Wisconsin Veterans Museum will open its next exhibit featuring the artwork of Harold Schmitz. The drawings, combined with letters, photographs, and printed military ephemera, offer us an incredible timeline of what the artist was doing, where he was located, and why he was drawing what he drew. Over the course of the next several months, we will share more information about Harold Schmitz and about the 955th. The exhibit will run for a year and will transition into the Traveling Art Exhibit Program. For more information about Harold Schmitz or about the Traveling Art Exhibit Program, please contact Yvette Pino at yvette.pino@dva.wiscosnin.gov.



“The anecdotes about the two 'bits of loveliness' in the composing room were especially priceless. I suppose they also will be rushing into the Art Dept. at the last minute, to save several valuable contracts by whipping out the paste-ups for the last ninety-six pages in a day and a half, including fixing up the bum proofs Joe always turns out to us.”



Harold F. Schmitz



SUMMER SALE | **IN-STORE AND ONLINE** | UNTIL JULY 9

Use Code: Summer20



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34

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THIS SEASON AT THE WISCONSIN VETERANS MUSEUM

PROGRAM LOCATION IS THE WISCONSIN VETERANS MUSEUM, 30 WEST MIFFLIN STREET, MADISON, WI UNLESS OTHERWISE SPECIFIED



COCKTAILS WITH A CURATOR: MREs

Thursday, July 5, 5:30 — 7:00 p.m.

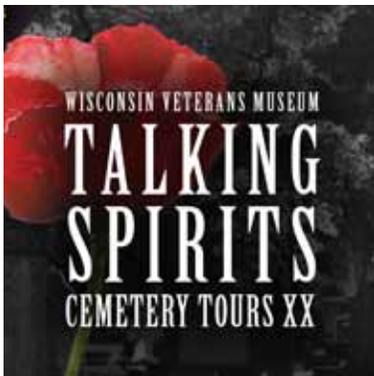
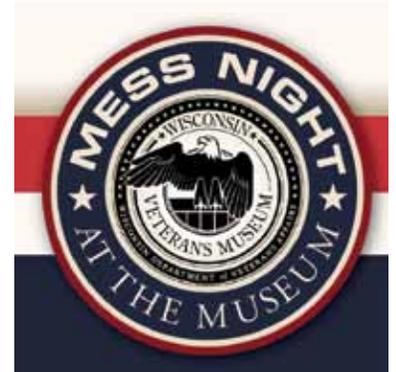
A free happy hour event series (yes, free drinks!) with Wisconsin Veterans Museum's curators. Ever wanted to taste the varieties of MREs the military eats? Here's your chance! Listen to our curators talk about the rations through history and try a few yourself as you explore our exhibits. This event is free and anyone is welcome to participate.

MESS NIGHT AT THE MUSEUM: BRINGING THE BATTLEFIELD HOME: PHOTOGRAPHY AND THE AMERICAN CIVIL WAR

Thursday, August 23, 5:30 — 8:00 p.m.

H. H. Bennet Studio Historic Site Coordinator David Rambow will discuss how photography was a major social and historic innovation at the time of the Civil War. An opportunity to get your own tintype taken will be available for an additional \$80.00 prior to the beginning of the event. Pre-registration for time slots is required.

Registration opens July 5 at www.WisVetsMuseum.com/events



TALKING SPIRITS CEMETERY TOURS XX: CANDLELIT TOURS

Friday, October 12, 5:30 — 8:00 p.m. Forest Hill Cemetery

Rain date: Saturday, October 13

On this 90-minute guided candlelit tour, local actors portray the contributions of Wisconsin soldiers and citizens buried at Forest Hill Cemetery. In honor of the 100th anniversary of the end of World War I, tours will focus on the contributions of Wisconsin during the Civil War and World War I.

Registration will open September 4 online at www.WisVetsMuseum.com/events

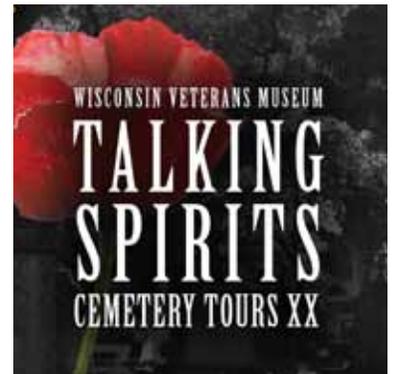
TALKING SPIRITS CEMETERY TOURS XX: PUBLIC TOURS

Saturday, October 13, 12:00 — 4:00 p.m. Forest Hill Cemetery

Rain date: Sunday, October 14

On this 90-minute tour, local actors portray the contributions of Wisconsin soldiers and citizens buried at Forest Hill Cemetery. In honor of the 100th anniversary of the end of World War I, 2018 tours will focus on the contributions of Wisconsin's soldiers and citizens during the Civil War and World War I.

Registration will open September 4 online at www.WisVetsMuseum.com/events



★ VISIT WWW.WISVETSMUSEUM.COM/EVENTS FOR 2018 MUSEUM PROGRAMS ★

SAVE THE DATES

OCT. 25
THURSDAY

COCKTAILS WITH A CURATOR: TRIVIA NIGHT!

October 25, 5:30 — 7:00 p.m.

Teams will work together to answer the trivia questions or they can “call a curator” for help. This event is free and anyone is welcome to participate. All of the answers to the questions can be found in the museum exhibits, so be sure to visit often between now and October! Happy hour starts at 5:30 p.m., with trivia to follow at 6:00 p.m.

Nov. 10
SATURDAY

100TH ANNIVERSARY BEYOND THE TRENCHES TOURS

November 10, 11:00 a.m. and 1:00 p.m.

The Wisconsin Veterans Museum is excited to announce Veterans Day tours on November 11th. Guided tours will be available at 11:00 a.m. and 1:00 p.m.

Admission is always free | Tours are free | Registration is required | Register online.

Nov. 11
SUNDAY

REAL LIFE LIBRARY: VETERANS EDITION

November 11, 1:00 p.m. – 5:00 p.m. *Madison Central Library*

WVM is partnering with Madison Public Library to present a Veterans edition of Real Life Library. Participants will have the opportunity to listen to and learn from veterans' stories. The Veterans Day event will feature veterans from across the state who served in various conflicts, branches, and roles.

Nov. 15
THURSDAY

MESS NIGHT AT THE MUSEUM: PTSD AND SHELL SHOCK

November 15, 5:30 – 8:00 p.m.

What was shell shock? Was it specific to World War I? Is it related to PTSD? How did shell shock affect the way the US military treated soldiers in subsequent conflicts? 100 years after the end of World War I, Russ Horton will address these questions and more as he examines the phenomenon of shell shock.

PROGRAM LOCATION IS THE WISCONSIN VETERANS MUSEUM, UNLESS OTHERWISE SPECIFIED
FOR DETAILED EVENT INFORMATION VISIT:

WWW.WISVETSMUSEUM.COM/EVENTS

THANK YOU COLLECTION DONORS!

A most sincere thank you to all who donated to our collections from March through May 2018. Thank you for your generosity and support of the Wisconsin Veterans Museum.

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JOIN US FRIDAY, DECEMBER 7, 2018 FOR
HOME FOR THE HOLIDAYS!



JENNIFER CARLSON

EXECUTIVE DIRECTOR



FROM THE FOUNDATION

This spring we launched our Corporate Membership program. Corporations can now sign up to receive some unique opportunities for their staff beyond the traditional member benefits to the museum. We will be able to help staff and students connect with a larger veteran community through our programs, internship, and volunteer opportunities. This program will enhance the learning experience of staff who wish to become informed about the history of those who have served.

Also, this Memorial Day we instituted our Veterans Legacy Society—a monthly giving program which supports projects such as conservation, acquisition, oral histories, traveling exhibits, and education. For just \$25 a month, you too can become a sustaining member of the museum and your support will ensure the legacies of our Wisconsin men and women who served in the military are honored in perpetuity.

We are also gearing up for a couple of special events this year: our WVMF Annual Golf Outing on July 9th at The Oaks, and Home for the Holidays on Friday, December 7th. We hope to see many of you out on the golf course, and make sure to mark your calendars for our WWII South Pacific USO-style dance, *Home for the Holidays* on December 7th at the University Club in Madison. Get your dancing shoes ready and keep an eye out this fall for more details!

Over the past couple months, the foundation said goodbye to four of our board members who completed their service this year: Kyle Edwards, Brian Hornung, and Andrew Thompson. Each were valuable and contributed immensely to the success of the foundation. We thank them for sharing their passion, for honoring our Wisconsin

veterans' legacies, and for all the hard work these past few years. We wish you all the best in your mission ahead!

Although it is always tough to say farewell, we are delighted to announce the most recent additions to our board: Jason Johns, Brigadier General Joni Mathews, and Joseph Naylor.

Jason Johns, a retired Army veteran, joins the board with a wide reach in the veterans' community. As the Founder of the NMLB Veterans Advocacy Group, Inc., a full-service law firm focusing on assisting veterans and their families, Jason has been working tirelessly for our veterans the past twenty years. He also has expertise in the political and legislative arena in the state as the President/CEO of Wisconsin Legislative Strategies.

Brigadier General Joni Mathews will bring a wealth of experience to the Board as she's spent over 30 years in military leadership, management, and administrative roles with the Wisconsin National Guard. Recently promoted to Command, she is the first female Brigadier General and Deputy Adjutant General of the Wisconsin Army National Guard.

Last, but not least, Joe Naylor spent four years in the United States Army as a Combat Medic and Health Care Specialist. Naylor brings a wealth of experience to our board having spent the last 15+ years working with veterans in community outreach, strategic planning, program development, and event coordination. Each of our directors has their own unique set of talents and will be instrumental as we continue to grow. We are elated to have them join us and look forward to working with them!

JOIN OUR VETERANS LEGACY SOCIETY

LEARN MORE AT

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Closed Mondays

Tuesday-Saturday 9:00 AM-4:30 PM

Sunday (April-September) Noon-4:00 PM

RESEARCH CENTER HOURS

Monday by appointment only

Tuesday-Friday 9:00 AM-3:30 PM

MUSEUM MISSION

The mission of the Wisconsin Veterans Museum is to commemorate, acknowledge, and affirm the role of Wisconsin veterans in America's military past.



THE BUGLE

The Bugle is published quarterly through the support of the Wisconsin Veterans Museum Foundation for our members and friends. The Wisconsin Veterans Museum Foundation provides funds for the support of artifact acquisition, exhibit production, and the development of educational programs.

COMMENTS & SUBMISSIONS

We welcome your comments and editorial submissions concerning The Bugle.

Comments and submissions should be sent to Karen Burch at Karen.Burch@dva.wisconsin.gov.

JOIN US ONLINE!



THE WISCONSIN VETERANS MUSEUM

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THANK YOU MEMBERS!

A most sincere thank you to all who purchased a membership in December 2017 through May 2018. We cannot provide quality programming and award-winning exhibits without your help.

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